Listing of Claims:

This listing of claims, will replace all prior versions, and listings, of claims in the application:

1. (Currently amended) A method for operating a digital television receiver, ~~which comprises~~ comprising:

providing a digital television receiver performing a ~~Digital~~ digital TV function including receiving and outputting information;

storing a plurality of advertisement messages in a storage device for later access;

subsequent to storing the plurality of the advertisement messages, using the digital television receiver to receive video data from a digital television service provider for subsequent output with the advertisement messages using the ~~Digital~~ digital TV function of the digital television receiver;

accessing the stored advertisement messages in the storage device;

with the digital television receiver, arranging and outputting the plurality of the advertisement messages and the received video data;

maintaining a count of the number of the plurality of the advertisement messages that ~~has~~ have been output by the digital television receiver; and

if the count reaches a predetermined number ~~of the plurality of the advertisement messages has been output by the digital television receiver~~, then disabling the digital TV function of the digital television receiver.

2. (Currently amended) The method according to claim 1, ~~which comprises~~ further

comprising:

after the digital TV function has been disabled, such that video data from the digital

television service provider are no longer output, storing a new set of ~~the~~ a plurality of

advertisement messages in the storage device; and

subsequently enabling the digital TV function of the digital television receiver.

3. (Currently amended) The method according to claim 2, ~~which comprises~~ further

comprising performing the step of storing the new set of the plurality of the advertisement

messages in the storage device by downloading the new set of the plurality of the advertisement

messages from a network.

4. (Currently amended) The method according to claim 1, ~~which comprises~~ further

comprising setting the predetermined number such that all of the plurality of the advertisement

messages that were stored will be output.

5. (Currently amended) The method according to claim 1, ~~which comprises~~ further

comprising performing the outputting step such that the plurality of the advertisement messages

that were stored are output as banner advertisement messages together with the received video

data.

6. (Currently amended) The method according to claim 1, ~~which comprises~~ further

comprising providing the storage device as a component of the digital television receiver.

7. (Currently amended) The method according to claim 1, ~~which comprises~~ further

comprising performing the step of storing the plurality of the advertisement messages by

downloading the plurality of the advertisement messages from a network.

8. (Currently amended) The method according to claim 1, ~~which comprises~~ further

comprising:

receiving additional video data from the digital television service provider;

with the digital television receiver, outputting the additional video data without

outputting the plurality of the advertisement messages; and

limiting a duration that the step of outputting the additional video without outputting the

plurality of the advertisement messages can be performed.

9. (Currently amended) The method according to claim 8, wherein[[:]]

maintaining the count further includes:

initializing a counter to a predetermined value;

incrementing the counter by an amount corresponding to an amount of time that

the step of outputting the plurality of the advertisement messages and the received video data is

being performed;

decrementing the counter by an amount corresponding to an amount of time that

the step of outputting the additional video without outputting the plurality of the advertisement

messages is being performed; and <u>wherein</u>

~~performing~~ the limiting further includes:

when the counter reaches the predetermined value, discontinuing the step of

outputting the additional video without outputting the plurality of the advertisement messages.

10. (Currently amended) The method according to claim 9, ~~which comprises~~ <u>further</u>

<u>comprising</u> providing zero as the predetermined value.

11. (Currently amended) The method according to claim 9, ~~which comprises~~ <u>further</u>

<u>comprising</u> providing the counter as a component of the digital television receiver.

12. (Currently amended) A digital television receiver, comprising:

a receiving module for receiving video bit streams from a service provider;

a program selector for selecting a program;

a video decoder for decoding received video bit streams of a selected program to obtain

decoded video bit streams of the selected program;

a banner storage device for storing data representing advertisement messages and thereby

obtaining stored data;

a banner rendering unit for decoding and rendering selected ones of the stored data to

obtain rendered data;

a video reconstruction unit for arranging and combining the rendered data with the

decoded video bit streams of the selected program to obtain a combined video output signal that

includes information representing the selected program;

a counter module ~~that is~~ configured to maintain ~~the~~ a number of advertisement messages

read out from said banner storage device;

a banner manager unit for reading out the stored data from said banner storage device and

for providing the stored data to said banner rendering unit, said banner manager unit checking

the counter module and generating a disable signal when a predetermined number of the

advertisement messages, represented by the stored data, have been read out from the banner

storage device; and

an output terminal connected to said video reconstruction unit for receiving the combined

video output signal and for outputting the combined video output signal.

13. (Currently amended) The television receiver according to claim 12, <u>further</u>

comprising:

a system control unit for receiving the disable signal and, in response thereto, for

prohibiting said output terminal from receiving the information representing the selected

program.

14. (Currently amended) The television receiver according to claim 12, wherein the

counter module comprises:

a counter having a value that is incremented as the rendered data is combined with the

decoded video bit streams of the selected program in said video reconstruction unit[[;]]<u>, wherein</u>

said video reconstruction unit is also configured to selectively output the information

representing the selected program without the rendered data;

said value of said counter being decremented in proportion to an amount of time during

which said video reconstruction unit is outputting the information representing the selected

program without the rendered data; and

when the value of said counter reaches a predetermined lower limit value, said video

reconstruction unit being prohibited from outputting the information representing the selected

program without the rendered data.

15. (Currently amended) The television receiver according to claim 12, further

comprising a network adapter for downloading the stored data into said banner storage device

from an external network.